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# Home Demonstration Work-1929 Central States

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HOME DEMONSTRATION WORK-- 1929.CENTRAL STATES

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The end of 1929 finds a wholesome condition and outlook regarding home demonstration work in the Central States. Capper-Ketcham funds have served to focus attention on and increase interest in home demonstration work, and its expansion has resulted. Sixty-six home demonstration agents were added during the fiscal year.

A total of 633,760 women from 435,776 farm homes in the Central States reported improvements made due to home demonstration work. A total of 36,938 women gave volunteer service as local leaders during 1929. A total of 197,984 women outside the organized groups reported improvements made due to home demonstration work.

Two hundred and eleven home demonstration agents were employed in the 13 States during 1929. A total of 95,749 women, or an average of 454 per home demonstration agent, reported as members of organized groups from counties with home demonstration agents. These home demonstration agents also directed 4-H club work for girls in their respective counties. A total of 44,054 girls, an average of 208 per home demonstration agent, were 4-H club members, 33,230 of whom completed in these counties.

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**DISTRIBUTION:** A copy of this circular has been sent to each extension director, State agricultural college library, State experiment station library, specialist in home economics, State leader and assistant leader of home demonstration work in the United States, and to each county home demonstration agent in the Central States.



Through the joint services of home demonstration agents, home economics specialists, and local leaders in counties without home demonstration agents, home demonstration work during 1929 was carried on in 573 of the 1175 agricultural counties in the Central States.

A few outstanding facts regarding home demonstration work in the Central States for the year 1929 follow:

- (1) A permanent policy for expansion in the number of county home demonstration agents seems assured.
- (2) There have been no major changes for two years, in the plans for organization of groups to conduct home demonstration work in any Central State; hence a period of stabilization seems assured.
- (3) In all but one Central State home demonstration agents are responsible for girls' club work in their respective counties, giving approximately one-third of their time to such duties.
- (4) In all Central States a plan is now being generally followed in home demonstration agent counties to develop a county-wide committee of rural women to act as a general advisory committee to the home demonstration agent. These committees serve in budget planning, program planning, carrying the program through to successful completion, obtaining needed local cooperation, and all other matters relating to the development of home demonstration work.
- (5) In most local groups in the Central States there are three local officers--a president, secretary-treasurer, and news chairman. In 11 States county-wide meetings are held to give training to these officers as well as to local leaders of project work in their respective duties.
- (6) Increasingly, the rural women themselves are assuming responsibility for planning the needed budget for county home demonstration work and for presenting this budget to county appropriating bodies.
- (7) During the year there was marked effort to increase the number of women reached in home demonstration agent counties and to extend the work to groups throughout the counties. During 1929, 211 home demonstration agents extended home demonstration work to 6,177 communities, an average of 29 per home demonstration agent. The net increase for the 13 States was 100 per cent over 1928.
- (8) Increased publicity was given to home demonstration work in all States, particularly in home demonstration agent counties.
- (9) Further coordination of projects was an outstanding item of 1929 reports.





(10) Definite standards of efficiency for county home committees, local leaders, local news chairmen, local groups, and individual members of groups were established in a number of States.

(11) Home demonstration agents made efforts to have records of membership in local groups refer only to actively participating members who completed 80 per cent or more of the work undertaken for the year.

(12) There was a general tendency toward more critical self-analysis regarding efficiency of program, methods, and the like., used by home demonstration staff members, and to analyze results achieved over a period of years.

(13) There was more definite and purposeful supervision of home demonstration agents than in any previous year.

(14) In all States home demonstration agents reported that local home demonstration programs were increasingly including such matters as home furnishings, child care and training, recreation, music, landscaping, and civic improvements as definite projects and that there was increasing interest in the purchasing problems of the home maker.

#### Finances

During 1929 there was a total of \$950,092.63 spent for home demonstration and home economics specialist work in the Central States. This was an increase of \$169,873.33 over the previous year. The greatest increase was in Ohio, amounting to \$20,925.46. The total amount spent on home demonstration and home economics work represents 12.21 per cent of the total extension budget for the Central States. This amount compares with 20.82 per cent, the amount spent for home demonstration work throughout the United States. Of the total Capper-Ketcham funds in these States 33.6 per cent was used for home demonstration work, but since nearly all home demonstration agents in the Central States spend from 25 to 35 per cent of their time in girls' club work, a proportional amount should be deducted and charged to the cost of 4-H club work. The percentage of total increased funds per State spent for women's work in the Central States for 1929 follows: Illinois, .6; Indiana, .3; Iowa, .1; Kansas, .9; Kentucky, .6; Michigan, .1; Minnesota, .4; Missouri, .9; Nebraska, .4; North Dakota, .5; Ohio, 1.2; South Dakota, .7; Wisconsin, .2; total 7.8.

Home demonstration leaders in the Central States indicate that in an increasing number of counties there is little difficulty in obtaining the appropriation for home demonstration work and that the local women are assuming entire responsibility for presenting the budget to local appropriating bodies.

During 1929 the Illinois State organization of rural women obtained a continuing appropriation of \$25,000 from the State legislature for increasing the salaries of county home demonstration agents. This was achieved primarily by the rural women themselves.



Kansas reports that 47 counties increased the amount of the home demonstration appropriation.

The amounts spent for each of the past six years for home demonstration and home economics work in the Central States are as follows:

Year	1924	1925	1926	1927	1928	1929
Amount	\$676,758.90	\$770,132.86	\$773,198.89	\$730,346.67	\$780,219.30	\$450,092.62
Per cent: of total: extension funds of: Central States	9.89	10.27	10.58	10.44	10.77	12.21

These funds were used to promote home demonstration work by the following home demonstration workers:

Home demonstration leaders	13
Assistant home demonstration leaders	13
Home economics specialists:	
Clothing	31
Health and sanitation	4
Home economics general	3
Home management	26
Nutrition	25
Poultry	1
Home demonstration agents	<u>211</u>
Total	327

#### Local Leadership

The Central States reports indicate that a total of 36,938 women served as local leaders.

The development of county home committees is the most recent widespread development in local leadership and it is having fundamental effect in vitalizing the home demonstration program, obtaining local leaders, setting up goals of achievement, obtaining cooperation of local merchants, and arousing interest among women in other parts of the county. For 1929 Missouri reports 1,286 new leaders, who had not served before as leaders in any capacity.



Significant of activities of county home committee members is the following excerpt from an Ohio report:

"As advisers and councilors to the home demonstration agent and in some cases to the agricultural agent in counties without home demonstration agents.

"As assistants to the agent with organization of groups for project work.

"As advisers and helpers in program planning - both immediate and long-time programs.

"As sources of information regarding needs and desires. Leaders have collected data revealing facts regarding community needs.

"As representatives of the home demonstration agent to explain extension work and to lead township and community groups in their discussion of program plans.

"To take enrollment.

"To plan exhibits and give demonstrations.

"To teach subject matter such as construction processes in clothing, food preparation, processes in home care of the sick, selection and care of equipment.

"To arouse interest in a community need, such as school lunch.

"To develop plans for a farm women's camp.

"To assist in obtaining appropriation for extension work.

"To arouse interest in home demonstration work.

A total of 3,751 women served as leaders in project work in Ohio, reaching a total of 34,099 homes."

A home demonstration agent in Kansas reports that 10 of the original clothing leaders of seven years ago are continuing to function with seven new ones.

In Nebraska, for several years organized agricultural week has been the occasion for a public ceremony to honor local leaders of home project work. In 1929, the dean of the college of agriculture delivered a charge of leadership to each such local leader and presented her with a local-leader pin.





## Supervision

Well-defined plans for supervision of county home demonstration agents and of home demonstration work in counties without home demonstration agents were prepared by the State home demonstration staff in each Central State.

A general policy of a one-day, supervisory visit a month to each home demonstration agent is generally reported. District conferences of home demonstration agents and the annual extension conference are other occasions when supervision and training were given. Illinois held a 3-day training conference for all home demonstration agents who had entered the service during the year and who had been in their respective counties for several months.

Illinois, Iowa, Kansas, Kentucky, Michigan, Missouri, and Ohio gave from one to six weeks preliminary training in a home demonstration county before new home demonstration agents were given responsibility.

State leaders in Kansas, Kentucky, Missouri and Ohio listed their supervisory accomplishments for 1929 and compared these with the goals they set in plans of work, made at the beginning of the year.

Michigan home demonstration agents were helped to develop an inclusive rural homemakers' list. This list was used as a basis for planning numerical goals in project work.

Ultimate numerical objectives, relative to the number of women to be reached for each county carrying a home program, were set up by the North Dakota State leader.

Definite plans for supervisory relationships with home economics specialists were reported by State leaders in Iowa, Michigan, Ohio and Wisconsin.

Much time was given by State supervisors to training members of county home committees as a means of definitely making the home program one which is based upon local needs and which meets practical conditions in procedure.

Plans of work from county home demonstration agents were prepared by Michigan home demonstration agents and checked by the State leader. Indiana plans to have home demonstration agents in that State set up similar plans of work for 1930. Ohio prepared similar but less formal plans for each home demonstration agent.

In Indiana and Michigan home economics specialists attended local leader meetings to make first-hand observations of the efficiency of results obtained by local leaders in training other women. Definite changes in presentation of project work by these specialists resulted.

Definite plans for procedure in counties requesting aid in obtaining a home demonstration agent were outlined by the State leaders in Illinois, Kansas, Kentucky, Michigan, and Ohio.





Supervision of organized home demonstration work in counties without home demonstration agents continues as an important responsibility of home demonstration supervisors. This responsibility required attendance at district conferences to give instruction and assistance to county agricultural agents, confer personally with such agents and with county home committees in these counties, meet with county commissioners, and perform other equally demanding and important duties.

Correlation of home demonstration work with the work of other organizations with related objectives, or with organizations having related services, demands increased time of State home demonstration supervisors as the home demonstration program continues to broaden in scope and as additional requests of farm women require that new phases of basic projects be developed.

Supervision of home demonstration contributions to radio programs also has required attention of home demonstration leaders.

In Missouri and Nebraska the State leaders are responsible for outlining the work and supervising throughout the State, the activities of organized study clubs to which loan envelopes are sent.

The relation of home demonstration work to commercial concerns received careful thought by home demonstration leaders to the end that only soundly ethical and educational relationships might exist for the ultimate benefit of both groups concerned. Illinois reports continued satisfaction with its well-defined plan of relationships with commercial concerns.

During 1929, State home demonstration leaders in the Central States made much progress in furthering the correlation of the several home economics projects, and of home economics projects with other related projects.

As home demonstration agents in the Central States increasingly assume responsibility for girls' club work in their counties, home demonstration leaders must give time to working jointly with the State club office in planning for wise consideration of the adult and junior needs and to working out a program which will render efficient service to women and girls without an undue teaching load or poorly balanced calendar of work for the home demonstration agent.

This same problem arises in relation to home economics specialists, as they increasingly assume responsibility for subject matter for 4-H club work in home economics, and as local leaders in 4-H club work are trained by these specialists.

In those States where plans were made whereby the director of extension work, the State leaders of home demonstration, county agricultural agent and club work gave joint consideration to the further expansion of extension in all lines of work, the plans served to stabilize the work and aided greatly to eliminate misunderstandings and other difficulties.



That home demonstration leaders are evaluating the long-time trends and results of home demonstration work is evidenced by the data in several studies which were included in the 1929 reports. Missouri reported a 5-year analysis of homesadopting practices. North Dakota made a study of results obtained in a 2-year period in home demonstration agent and non-home demonstration agent counties. Several State leaders gave a nonstatistical evaluation of results over a period of time.

### Home Demonstration Agents

During 1929, recognition of the necessity of ultimately having county home demonstration agents in all agriculture counties of the Central States was generally accepted by all members of the extension staff. Rural women are expressing their desire for this service and are willing to give much time and thought to it. On December 1, 1929, 17.5 per cent of the counties of the Central States had home demonstration agents.

Home demonstration agents are being more carefully selected, trained, and supervised.

In all Central States except Michigan, where county club agents are employed, home demonstration agents assume responsibility for the girls' club program. Approximately one third of their time is devoted to the junior work, one third to adult work and one third to general development.

During 1929, several Central States adopted the plan of having home demonstration agents in training to be ready for vacancies. Ohio reports, "The plan of keeping available several agents in training is to be continued," and Iowa reports, "We have been able this year to place some agents in training on a temporary basis. This is a great help." During 1929, Illinois had six agents at large.

Salaries for home demonstration agents in the Central States still fall below the average for the United States; the average for the Central States being \$2,147.00, that for the United States being \$2,389.77.

Kansas and Ohio now give to county and State members of the home demonstration staff collegiate rating and all such privileges, including sabbatic leave, as are accorded resident persons in similar positions.

Home demonstration work in counties with home demonstration agents is more carefully followed up to see that quality as well as quantity of results are obtained, and the cooperation and understanding by local merchants and other agencies are more effective and satisfactory.

The leadership, vision, and ability of rural women is developed in wider circles where there are home demonstration agents to guide and develop the women step by step.

That the results of their efforts are superior in quantity as well as in quality to results achieved when there is no home demonstration agent is indicated by statistics from Michigan, Minnesota, and Missouri.



Missouri reports the following table on comparison of effectiveness of doing home economics work in counties with home economics agents and counties with only agricultural agents.

	Counties with home economics agents.	Counties with agricultural agents only.
Days specialist work	265 $\frac{1}{2}$	408 $\frac{1}{2}$
Days agent work	2193	792 $\frac{1}{2}$
Number homes adopting practices	15197	4057
Homes adopting practices per days work (average)	6.1	3.3
Number different practices adopted	34148	12125
Practice per days work (average)	13.9	10
Number practices per county (average)	2438	214.5
Number homes adopting practices per county (average)	1085	71
Number project leaders	1660	1508

The State leader comments, "A comparison between counties with and those without a home economics agent of the average number of homes adopting practices, the average number of practices adopted per home, and leaders per county clearly shows the greater value of such an agent.

Minnesota reports an interesting comparison of work of 13 home demonstration agents in carrying home project work as compared with that in 28 non-home demonstration agent counties:

	Average number per home demonstration agent county.	Average number per non- home demonstration agent county.
Project leaders	58.5	26
Total enrollment	309.8	207
Others helped	1312.9	724
Total reached	1622.7	952
Number adopting improved practices	1147	568

Michigan reports, "A comparison of groups in all projects in the five counties having a home demonstration agent for the entire report year with the average of those in all projects in counties with a home demonstration agent shows the following:

	Home demonstration agent county	Non-home demonstra- tion agent county
Number of groups per county	32.2	14.9
Number members per county	375	164





It is probable that funds for a minimum of from 30 to 40 home demonstration agents will be needed in the Central States for 1930. State leaders in six States report the recognized need of funds to place 19 home demonstration agents during 1930. Each of three other leaders indicate that "several agents" can probably be placed during 1930.

Details of the plan of procedure used to arouse interest in obtaining home demonstration agents was reported by Illinois and Ohio.

### Organization

In the Central States there was no major change in the plan of organization by means of which home demonstration work is conducted during 1929.

In Kansas during 1929, the women in the farm bureau insisted upon a definite statement regarding their status in that organization. With the final decision, which is incorporated into State and county constitutions that they were members, each county unit decided upon a definite women's membership fee which the women in all counties with county farm bureaus will now have to use as they please.

Missouri reports increased satisfaction with the organization of neighborhood clubs which were set up two years ago as a means of conducting home demonstration work.

In North Dakota during 1929, two women from each homemakers' club were added to the county extension committees which meet to plan the extension program for the year.

Standards for county-wide and community organization, regularity of meeting days of local groups, well-defined statements as to duties of officers of groups and training of such officers are factors which have done much to stabilize and vitalize the organization during 1929.

In Iowa, well-defined standards have been set for accomplishments to be expected of local leaders, district cooperators, county communities, and county chairmen. Minnesota set up standards of achievement for local groups and for members of local groups.

The formation of a county-wide committee to act as an advisory committee is reported by all States except Wisconsin. These committees have differing names, but from State to State the same generic function is indicated.

### Program

The home demonstration staff in the Central States continues to help rural women analyze the entire scope of their home and community needs and select county and community programs upon this basis. As a result, each year additional groups of rural women enlarge their vision and recognize needs other than food and clothing, which were the only recognized needs in the earlier years of home demonstration work.





There is a gradually developing practice to have all groups in home demonstration agent counties include at least one project of community-wide interest in the program.

A beginning in the development of long-time county programs is noted. Franklin County, Ohio, developed a clearly defined, long-time program in 1927; 1928 and 1929 programs were planned as short-time units of the long-time program. Illinois and Kentucky report 3-year programs. Iowa reports well-defined 3-year programs and that the homemakers in some counties have definitely discussed a 16-year program of homemaking project work.

Recreation was included as a part of the meeting for local leaders in nearly all home demonstration agent counties, the women carrying this plan back into their local meetings. In Kentucky, district camps were held as a means of having training in recreation given to local leaders by a trained specialist in this field. Music was a well-defined project in eight States.

Civics, music, and reading are increasingly being included in community programs of work but they have not become major projects in any State.

During the past two years there has been a marked increase in requests for instruction regarding home furnishings and landscape gardening. This suggests an aroused consciousness among rural women of the need of beauty in the home. It is probable that the discussion of color in the clothing project work has had much to do with this development.

The home furnishings project has brought charm, comfort, and personal satisfaction to thousands of farm women and their families. The application of color to the beautification of a living room has been a matter of great interest as has information regarding window treatment, picture selection, framing and hanging, arrangement of furniture, floor coverings, and selection and use of living-room accessories. Furniture renovation and repair was a phase of home furnishings in several Central States and handmade rag rugs served to improve the appearance of many homes.

Landscape gardening was reported by 10 States. Improved appearance of the backyard was a definite phase of landscape-garden project work in Iowa, Kansas, and Michigan.

Missouri reported 8,000 homes improving the appearance of grounds and buildings including painting of buildings, screening unsightly places from view, base planting, repair of fences, and painting houses and barns the same color.

An outgrowth of the discussion of child feeding has been the great demand for instruction in child care and training. During 1929, Michigan and Minnesota added full-time extension specialists in child care and training. Illinois, Iowa, and Ohio already had full-time extension specialists in this field. During 1929, the Missouri home demonstration leader carried this project in three counties. In Kentucky this project was carried in two counties by the nutrition specialist. In Nebraska, due to requests of rural homemakers, this subject matter was presented in two counties through the assistance of a number of the nursery school staff at the agricultural college. South Dakota indicates requests for this subject matter for 1930.



The food and nutrition project for the year was characterized by greatly increased interest in home gardens. This was an outgrowth of the previous food selection project work. Cooperation of horticultural specialists aided in presenting the nutrition-garden project in a most satisfactory manner.

Illinois and Indiana responded to the many requests for information to aid homemakers in making intelligent selection of such food supplies as must be purchased and developed well-defined projects in food purchasing.

Meal selection continues as the dominant phase of the project; emphasis upon preparation of well-selected community meals was reported by Kansas and Michigan. The use of well-selected meals at all meetings of home-demonstration groups was emphasized in Michigan and was regularly reported by group secretaries. Kansas reported bacteriology in its relation to the home as a part of the nutrition health study and that many cracked dishes were thrown away as a result.

The clothing project continued to emphasize selection of ready-made garments and clothing construction but selection of shoes and hosiery received added emphasis during the year as did the selection of bedding. There were many requests for information which would train the home maker as an intelligent purchaser of all sorts of household textiles and clothing accessories, and Illinois, Indiana, and Michigan responded with projects definitely designed to meet this need.

Home management workers in the Central States continue to consider largely the problems of kitchen arrangement, equipment, selection, and use but gradually the truly managerial phases of home making are being incorporated into this project.

Household schedules were reported as a definite part of home-management work by eight States and nine States report home accounts. The 5-year Ohio study of home accounts is completed and a summary is being prepared.

Sustained attention needs to be directed toward the development of more effective units of instruction and methods of presenting the managerial phases of this project.

Definite instruction in the use of electrical equipment was reported by Michigan, Indiana, and Wisconsin. Michigan added a home management specialist to give full time to this phase of home management work. Indiana prepared an electrical exhibit for the State fair, for the electrical short course, and for special-occasion days in five counties.

Health as an extension project receives much attention in all States through the indirect emphases given to it in food and nutrition, clothing and home-management projects.





In Illinois, Kansas, and Missouri, full-time health specialists and in Ohio a half-time health specialist helped rural homemakers directly with their family health problems.

Positive standards of health, personal hygiene, home care of the sick, care in emergencies, and community hygiene were emphasized in all States.

Posture in relation to health, scoring of outdoor privies, and fly eradication are also reported. Health work for 4-H club members was reported by Illinois, Kansas, and Missouri.

Well-defined marketing activities were reported by one county in Illinois, one in Kentucky, and one in Ohio. Michigan and Wisconsin are aiding the population in the northern parts of these States to supplement their meager incomes through the preparation and marketing of handicrafts and preserved foods.

Organized dramatics were reported by Iowa, Kentucky, and Wisconsin, Kentucky reporting a county-wide dramatic association. One Iowa home demonstration agent reported the development of community choruses.

That the home demonstration program meets the desires of the home makers in the Central States is indicated by the fact that State after State reports that women members of groups completed over 90 per cent of the work undertaken.

### Program Planning

Program planning is a vital factor in home demonstration work in the Central States. In most counties at this time the program needs of local groups are considered during the entire year so that when program-planning day comes it is the result of mature consideration by the entire group and is in reality based upon local needs and desires.

Home demonstration programs in the Central States are increasingly based upon factual data obtained by local people.

In Illinois, North Dakota, and South Dakota agricultural (or economic) adjustment conferences were held in cooperation with the agricultural groups of State and county, the women analyzing economic conditions as they affect the home and discussing desirable home standards.

In Indiana and South Dakota a questionnaire was used as a basis for determining local needs.

In Illinois, Kentucky, Missouri, Nebraska and Ohio, farm and home week was the occasion when the State home demonstration staff and women from home demonstration groups throughout the State met for general discussion of the home demonstration program and of possible ways to increase its service to rural people. Limited surveys have been made in project work. The data



obtained in home-accounts studies in the Central States is being used as a basis for helping home demonstration groups set up desirable standards of home and community living and to plan long-time and immediate programs of work. As a result of these various activities subject matter and extension methods in home demonstration work are being basically modified.

The present vitalized interest of farm women in Illinois, Indiana, Kansas, Michigan, North Dakota, and Ohio in the matter of home accounts is being capitalized and slowly but surely rural women are being aided not only in efficient housekeeping but helped to evolve standards of desirable life. It is believed that such interest must evolve naturally out of their experiences rather than by intensive campaign methods.

### Teaching Methods

The vitality which characterizes the interest of rural women in home demonstration work in the Central States is in no small measure due to the increased attention which extension home economics specialists and home demonstration agents are giving to the soundness of methods used by them in teaching local leaders.

Specialists and agents are recognizing that much attention must be given to this phase of home demonstration work. The methods observed in 1927 have been definitely followed up in organized form by all home demonstration agent counties in Kansas, Kentucky and Ohio and agents and specialists alike report great satisfaction with results achieved.

In these counties the following plan has developed for home demonstration agent counties. After the major project is selected the home economics specialist and the home demonstration agent concerned meet with the county home committee and a half day or an entire day is given to working out plans which will supplement the training of leaders. The plans include consideration of goals regarding persons to be reached, practices and attitudes to be adopted, needed cooperation by local merchants, suggested publicity, tours, contests, and other projects. The entire plan including the division of responsibility is worked out to the great satisfaction of all concerned. Although such a plan required from one half to two days in planning and capable supervision by the home demonstration agent in its execution, all agents, home-economics specialists, and county committees trying the plan indorse it as producing most satisfying results.

The fact that Ohio agents reported an increase of 50 per cent in 1929 over 1927 in the number of persons reporting improved practices is a partial indication of the results obtained.

### Achievement Days, Camps, and Exhibits

Central-States reports indicate that farm women from 80 counties participated in farm women's camps during 1929.





In Iowa 30 counties, and in Kansas 11 counties entered county-wide exhibits for competition at State fairs.

Farm and home week is an occasion when many local groups send delegates with all expenses paid. Kentucky reports that 32 counties sent delegates in 1929. Ohio reports that 29 counties sent representatives of their county home-extension councils to attend the round-table discussion held following a luncheon during farm and home week.

Achievement days or annual-meeting days are adopted by each of the Central States as an opportunity to help women to more fully recognize their own achievements, to bring results of home demonstration work to the attention of the public and to persons of prestige, and to serve as an opportunity for needed recreation and social contact for rural women and members of their families.

Reports, exhibits, and original plays and songs depicting the results of the work of the year continue to form the nucleus of achievement-day programs but 1929 saw well-directed effort to improve the standards of such programs.

### Publicity

In every State concentrated effort was made to strengthen the quality and quantity of news regarding the program and results of home demonstration work. During 1929, 25,427 press articles were prepared by the 211 home demonstration agents who sent in statistical reports. This makes an average of 210 articles per home demonstration agent for the year. The total figure represents an increase from 18,143 articles in 1928 to 25,427 articles in 1929.

The importance of the newspaper as the major or one of the major means of informing the public was accepted and effort was made to supply effective, timely news in good form regularly.

The value of window displays, contests, circular letters, achievement days, and the like as integral parts of a general plan of developing constructive public opinion and of arousing interest among those who cannot attend meetings but who would improve practices if suggestions were sent to them through these avenues and as a means to attract new members to the organized groups was stressed by the State leaders and bore results, especially in counties with home demonstration agents.

In a few States, notably Ohio, the publicity plan was set up for the entire year for each project undertaken.

The number, dates, and outline for news items, circular letters, exhibits, window displays, and contests, were worked out jointly by the specialist, county home demonstration agent, and chairman of the county home committee (or the county committee as a whole) and specialists and agents alike report great satisfaction with results obtained and with the use of their time in this field.



In all States the plan is adopted for definite appointment of one member of each local group to be responsible for preparing news items and sending them to editors.

In Illinois, Iowa, Michigan, and Ohio these news chairmen received training in news writing from the extension editor at 1-day county-wide meetings held for the purpose. In Illinois, Indiana, Kentucky, Michigan, Nebraska, North Dakota, and Ohio instructions for news chairmen were mimeographed and distributed to such chairmen.

In a number of States, especially Indiana and Michigan, the home-economics specialists were assisted by the extension editors in the preparation of "canned" material to be sent out to such chairmen. This material furnished certain basic facts in interesting form regarding the central theme for each meeting relating to the project. The news chairmen used this as a nucleus in preparing local news items but added local names, dates, and other items which would further vitalize the news.

Michigan prepared a very definite plan for the development of publicity consciousness, interest, activities, and efficiency. This development was undertaken as a part-time responsibility by one of the nutrition specialists. She was assisted by the extension editor, and the soundness of the plans and the efficiency of results obtained bear testimony to their ability and effort.

Attractively illustrated circular letters were prepared by home demonstration agents in Illinois and Iowa. These illustrations were exceedingly simple yet they served to attract attention to the fundamental content of the announcement.

### Outlook

It would appear that home demonstration work in the Central States is definitely started in a well-defined period of expansion. The addition of 66 county home demonstration agents is the most concrete evidence of progress made in 1929 in the Central States.

Increased definiteness and effectiveness of county home demonstration agent supervision, well-defined training of officers and local leaders, and extension of work to women outside the organized groups are well-defined marks of qualitative progress.

Widespread public indorsement of home demonstration work is evidenced in the report that county appropriations are obtained with greater ease, that rural women themselves are organizing for and are obtaining such appropriations, that sums appropriated have been greatly increased, and that cooperation of local merchants, editors, and others has been readily obtained.



Local leadership has improved in the quantity and quality of service rendered, and the establishment of county home committees has done much to stabilize the work under way.

The outlook is stimulating and directors of extension and State home demonstration leaders report that a period of rapid expansion in home demonstration work is evident. It is probable that 30 to 40 home demonstration agents will be added during 1930.

With an enviable record of achievement and expansion for 1929, with well defined objectives and plans for realizing these objectives during 1930, and with whole-hearted indorsement of home demonstration work by rural women and the public alike, this work in the Central States seems certain to increase the quantity and quality of its service to rural homes and communities.





